

Grade 8 Arts & Culture Worksheet

Takkie logo design

A shoe company, Takkies South Africa (TSA), has just launched a new brand of takkie. It is targeted at the youth market and comes in 10 different colours.

The company needs a new logo to go with this exciting new product, and you have been chosen as the logo designer.

- Design a logo for the company.
- Your logo must fit onto an A4 sheet of paper.
- Remember to incorporate all the elements of art that you have been taught.

The rubric will help you understand how you will be assessed.

Rubric to assess logo design

Criteria	Level 4 – 4 marks	Level 3 – 3 marks	Level 2 – 2 marks	Level 1 – 1 mark
Use of name.	Name creatively worked into logo.	Name apparent in logo.	Name not clear.	No name in logo.
Use of line.	Element of line outstandingly incorporated.	Element of line well incorporated.	Element of line fairly well incorporated.	Element of line not well incorporated.
Use of shape.	Element of shape outstandingly incorporated.	Element of shape well incorporated.	Element of shape fairly well incorporated.	Element of shape not well incorporated.
Composition.	Excellent use of area, positioning and colour.	Good use of area, positioning and colour.	Fair use of area, positioning and colour.	Poor use of area, positioning and colour.
Originality and creativity.	Highly original and creative.	Original and creative.	Fairly original and creative.	Neither original nor creative.

[20 marks]

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Suggested Solutions

Possible marks	Solution
20	See rubric in Appendix of Assessment Tools.

Appendix of Assessment Tools

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